# User Behavior Insights & Growth Opportunities

# for Food Delivery Business

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# Problem Statement — What Are We Solving?

## Goal:

Understand user behavior to improve retention and increase order frequency.

## Business Context:

A food delivery platform, thrives on repeat users and high user engagement. The challenge is to identify:

1. Where do users drop off?
2. What features drive repeated purchases?
3. Which user cohorts offer the best growth opportunities?
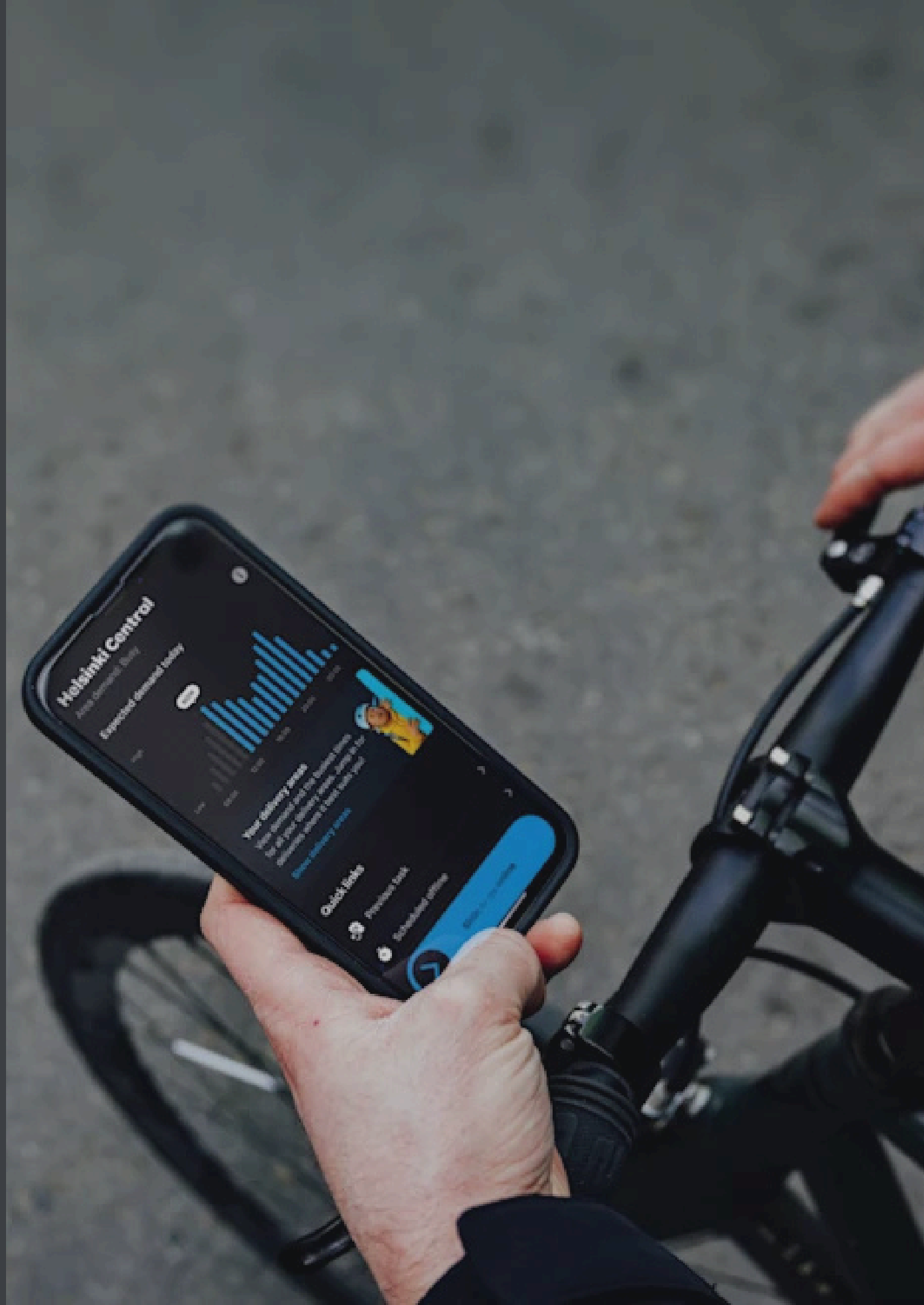
# Executive Summary

## Main Finding:

45% of users never order; early engagement within 3 days boosts retention by 2x.

## Key Recommendations:

1. Incentivize orders within 3 days of registration.
2. Send repeat-order nudges at 5–7 days.
3. Target high-value segments by device (iOS and Web) and geography (Finland).

# Key Metrics to Track

- **Activation Rate:**

  It is the percentage of newly registered users who place their first order within a specific time window. Useful for Onboarding  success and early engagement.

- **Repeat Purchase Rate:**

   The proportion of users who make more than one purchase after their initial order. Crucial as it is a indicator of customer LTV.

- **Time to First Order:**

   The average time it takes for a user to place their first order after registering. It predicts likelihood of repeat orders.

- **Churn Rate:**

   The percentage of users who stop using the platform over 90 days time. It signals product retention issues.

- **Average Order Value by Device:**

  The average monetary value of orders placed, segmented by device type (iOS, Android, Web). It identifies premium segments.

# Section: User Retention

- **Insight 1: Most users drop off after one order**
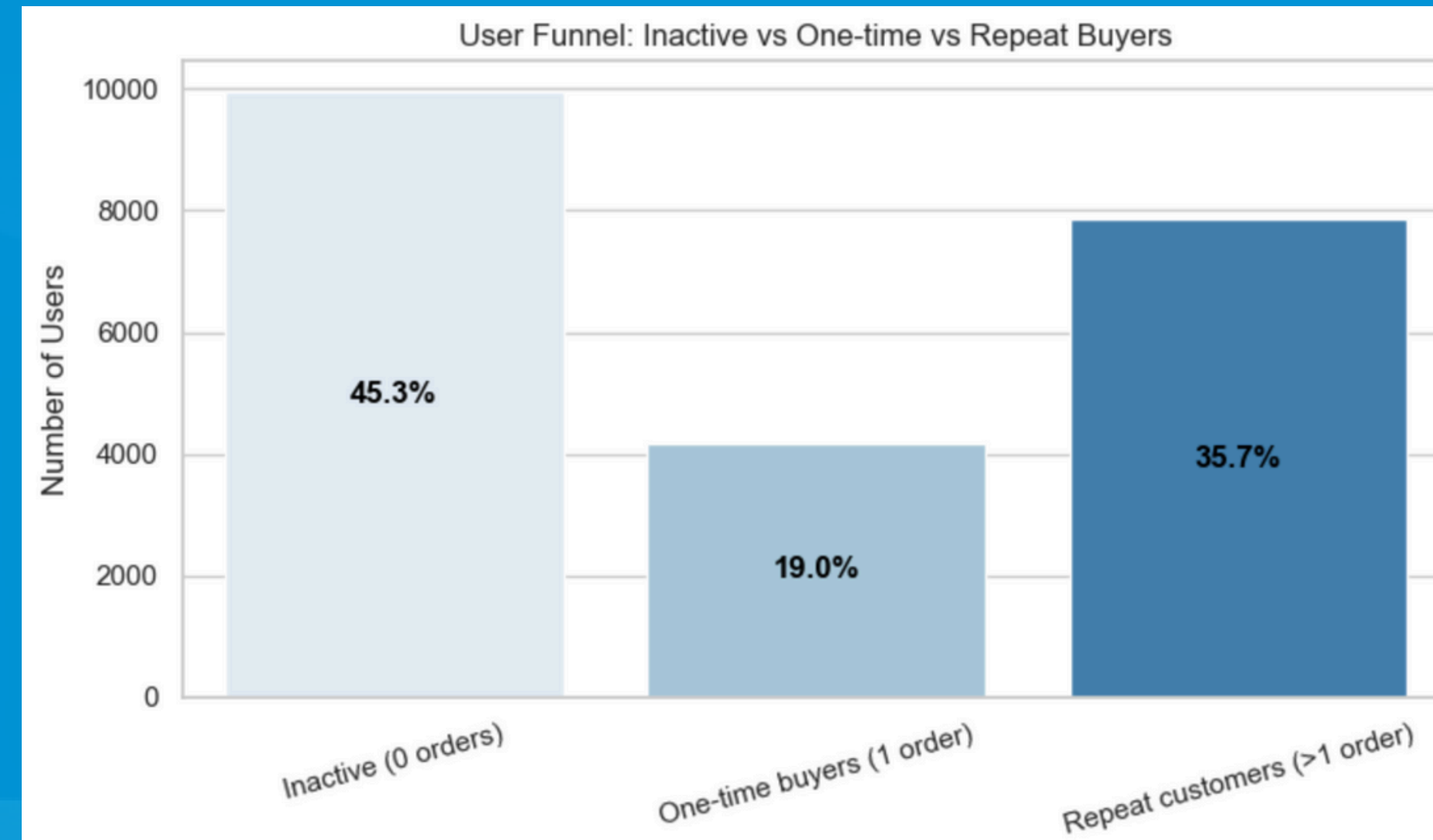
- **Insight 2: Payment Method Validity**

# Insight

## 1. Most Users Drop Off After One Order

- 45% of users never placed an order.
- 19% made only one order.
- Only 36% became repeat buyers.

**Implication:**

The biggest growth opportunity lies in converting one-time buyers.



User Funnel: Inactive vs One-time vs Repeat Buyers

# Insight

## 2. Payment Method Validity & Activation

- Users with valid payment methods have 87% more likely to get converted and order more than once.

- 45% of the inactive users mostly donot have valid payment methods.
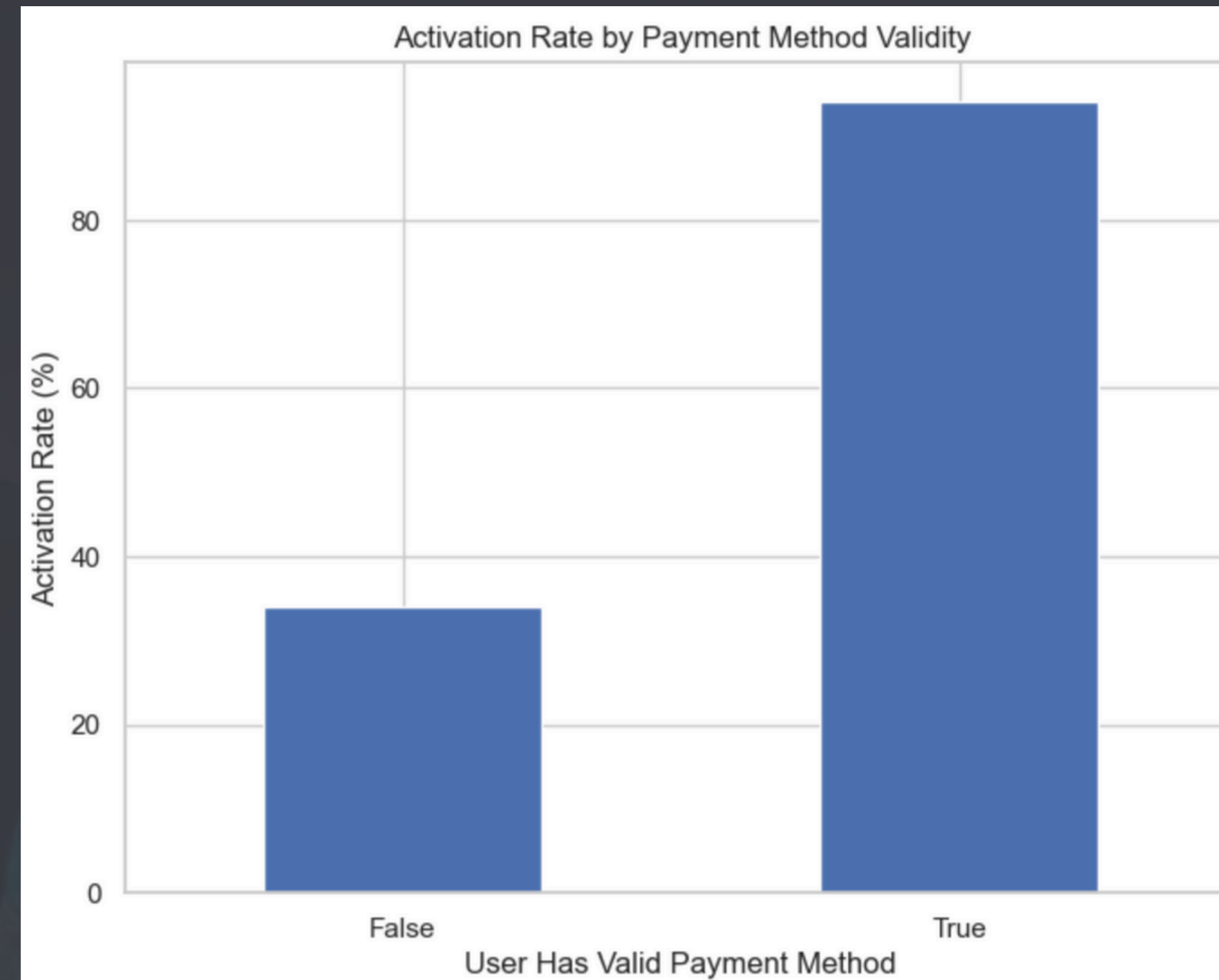
**Recommendation**:

Improve payment method onboarding and troubleshooting to lift activation rate.



Activation Rate by Payment Method Validity

# Section: User Segments by Device

- **Insight 3: iOS drives revenue**
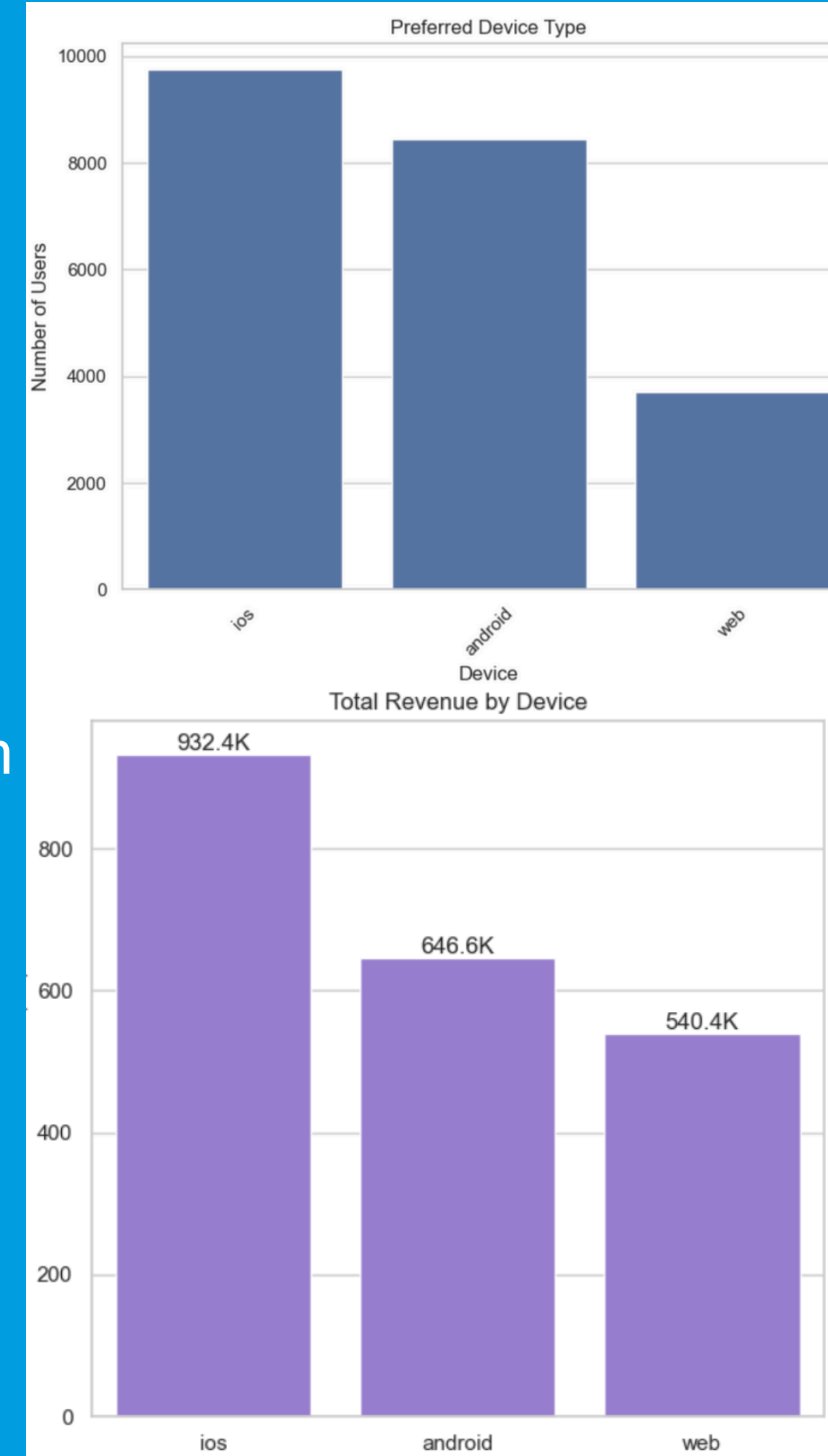
- **Insight 4: Web users are more valuable**

# Insight

## 3. High User Base by Device

- iOS Drives the Highest Total Revenue of €932.4K.
- iOS has the largest user base (~9,700).
- Scale of users is high despite low average spend than Web users.

## Action:

We should consider to invest in user acquisition and retention on iOS, as it offers volume-driven revenue growth.
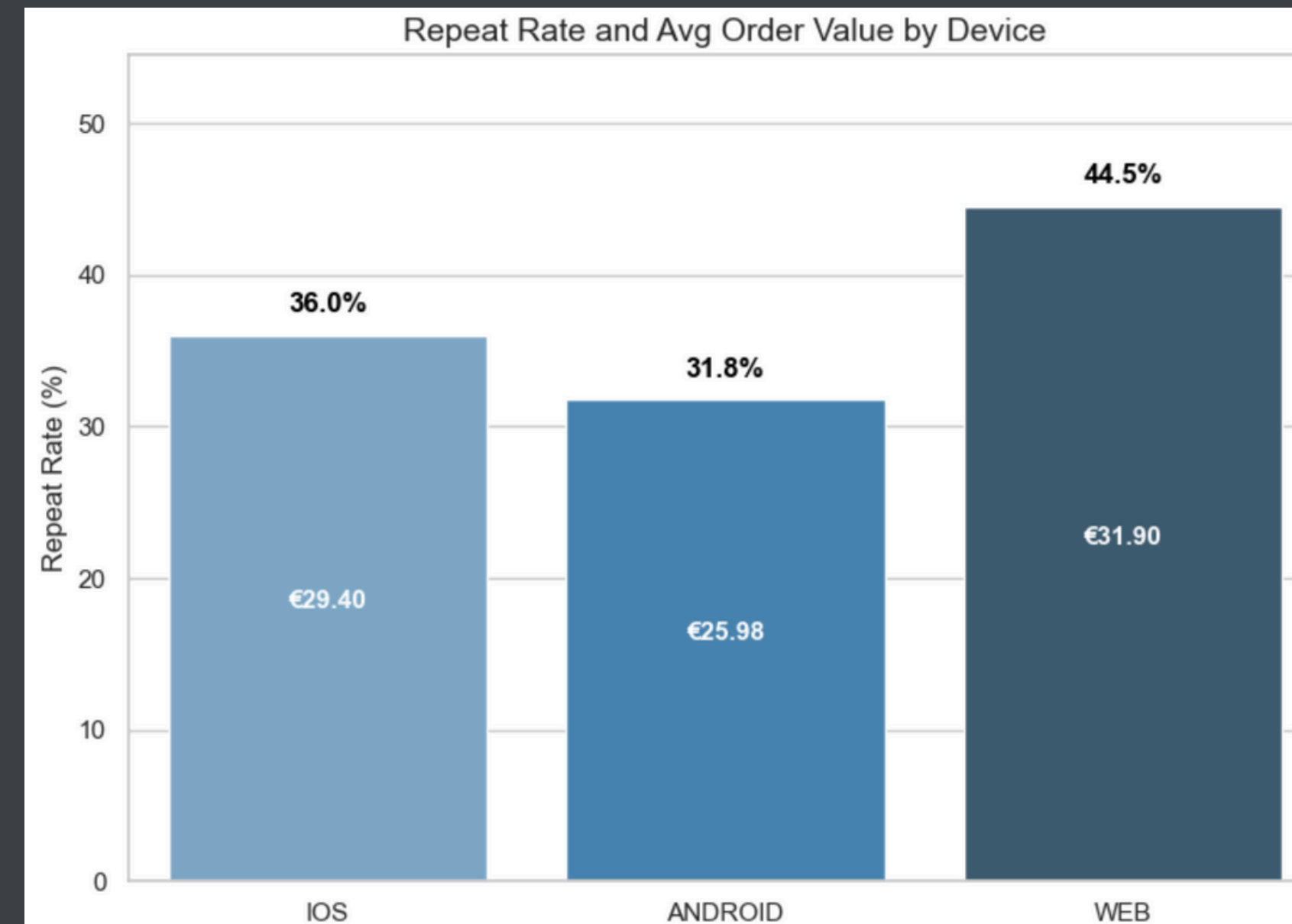
# Insight

## 4. Web Users Are the Most Valuable per Capita

| Device | Average Order Value | Order Repeat Rate |
|--------|--------------------|--------------------|
| iOS | €36 | 36% |
| Android | €26 | 32% |
| Web | €32 | 44.5% |

- Web users are more valuable — higher buying frequency and order value.

## Action:
Segment campaigns by device type.



Repeat Rate and Avg Order Value by Device
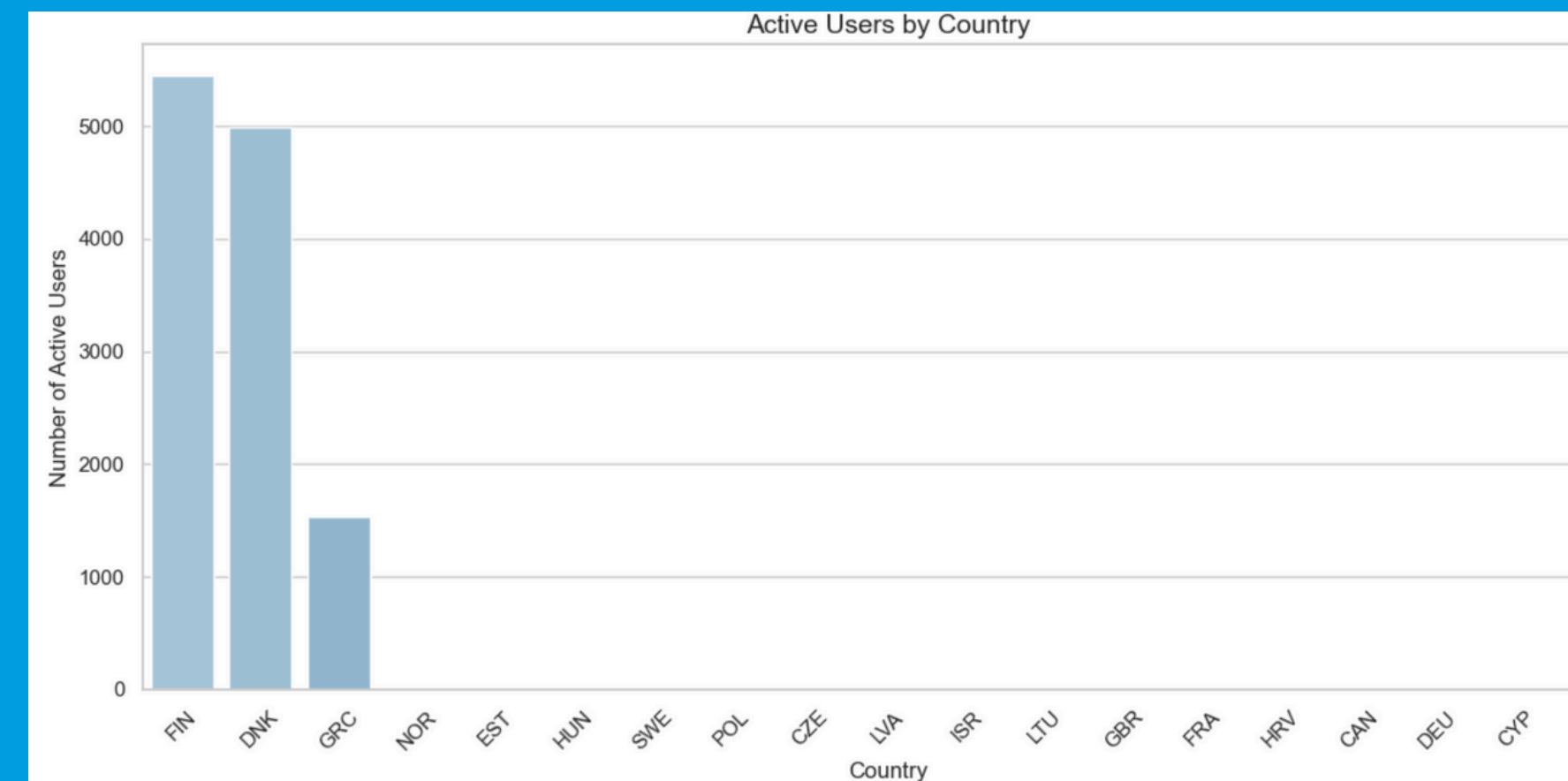
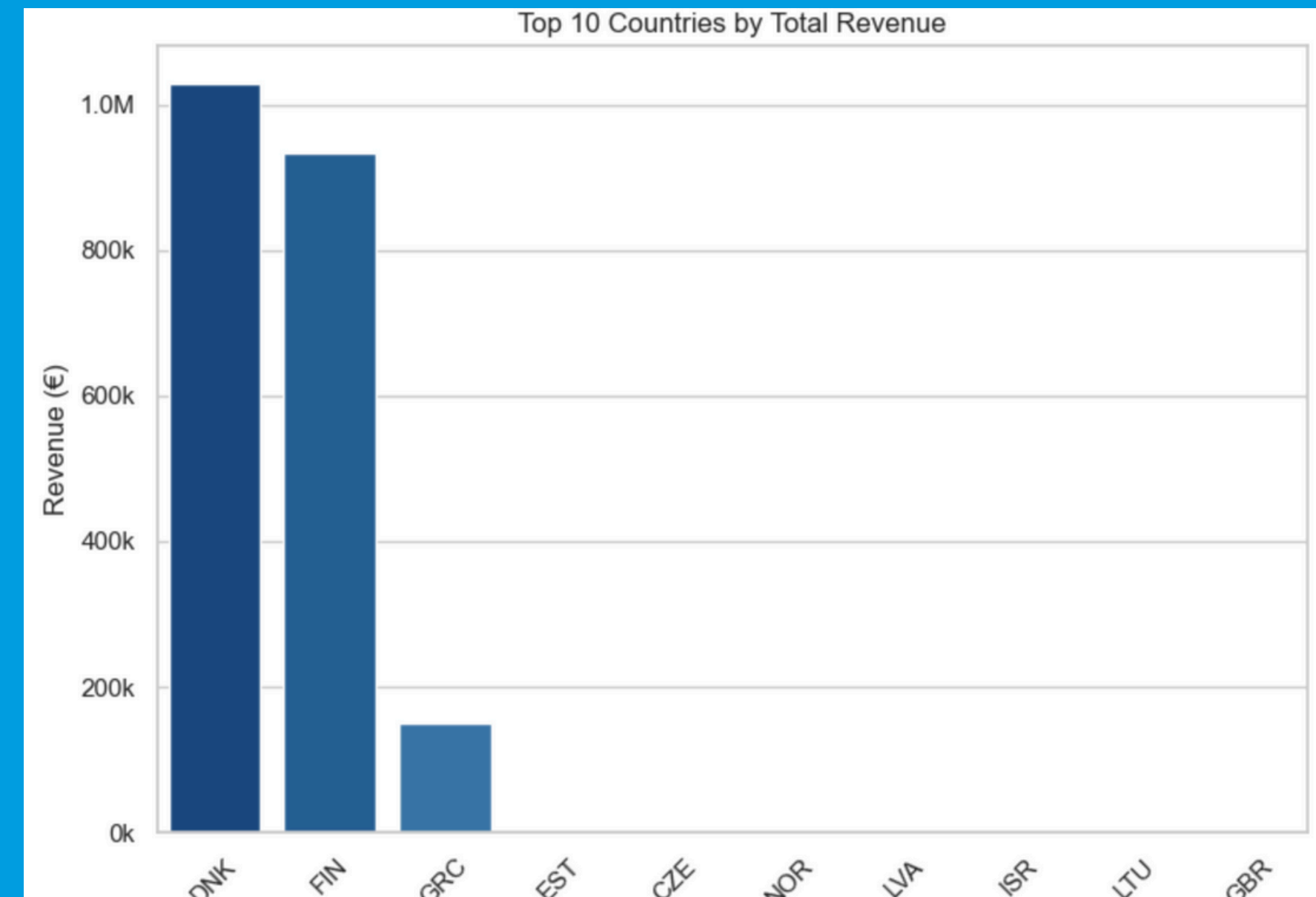# Section: Geography & Timing

- **Insight 5: Country performance**

- **Insight 6: Peak order times**
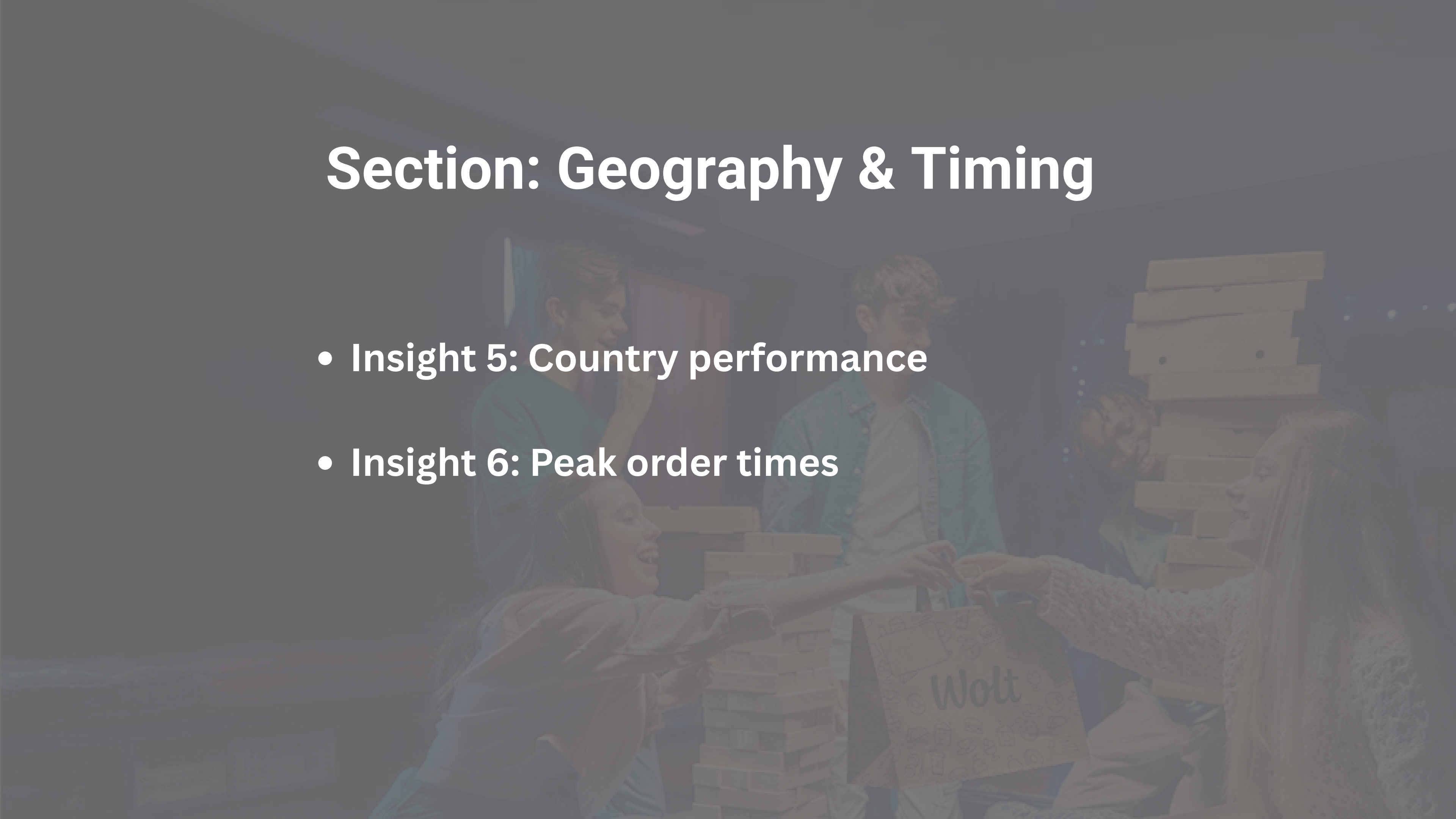
# Insight

## 5. Country Performance

- Denmark has the Highest Revenue(€1M) followed by Finland.
- Estonia, Czech, Latvia are the Underperforming segments.

## Action:

Localize onboarding & promos by country. Consider scaling marketing in Underperforming segments.
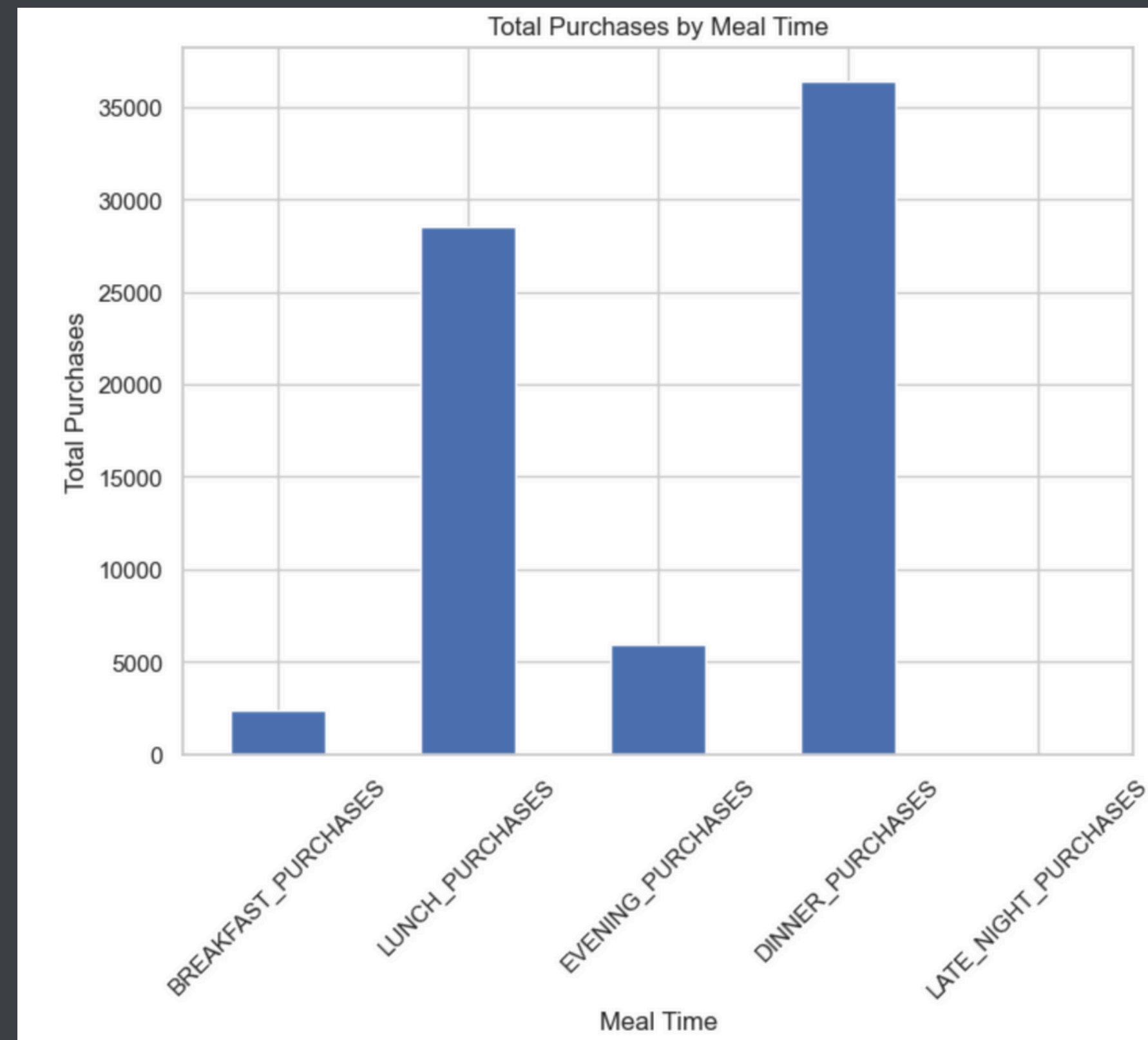
# Insight

## 6. Peak Order Times

- Lunch and Dinner are likely the highest-volume meal periods with total purchase numbers over 35k.

- Breakfast and Late-Night purchases appear significantly lower.

## Action:

Bundle offers-"Meal Deals" to increase average order value.
Offer discounts and promotions during slower periods to boost demand.



Total Purchases by Meal Time

# Current Performance

| Metric | Value |
| --- | --- |
| 1.Total Completed Order | 73,541 |
| 2. Average Order per active user | 6 |
| 3. Average Revenue per Active User (ARPAU) | €176.21 |
| 4. Delivery vs Takeaway Share | Delivery: 93.91%<br>Takeaway: 6.09% |
| 5. Retention Rate | 65.26% |
| 6. Churn Rate Estimate | 60.79% |

# Recommendations

1. **Improve First-Order Conversion**
   - Send app push & email reminders within first 3 days post-registration.
2. **Optimize Payment Flow**
   - Reduce friction in payment method setup.
   - Educate users about payment security.
3. **Cohort-Specific Marketing**
   - Different strategies for web vs. iOS users.
   - Country-specific campaigns
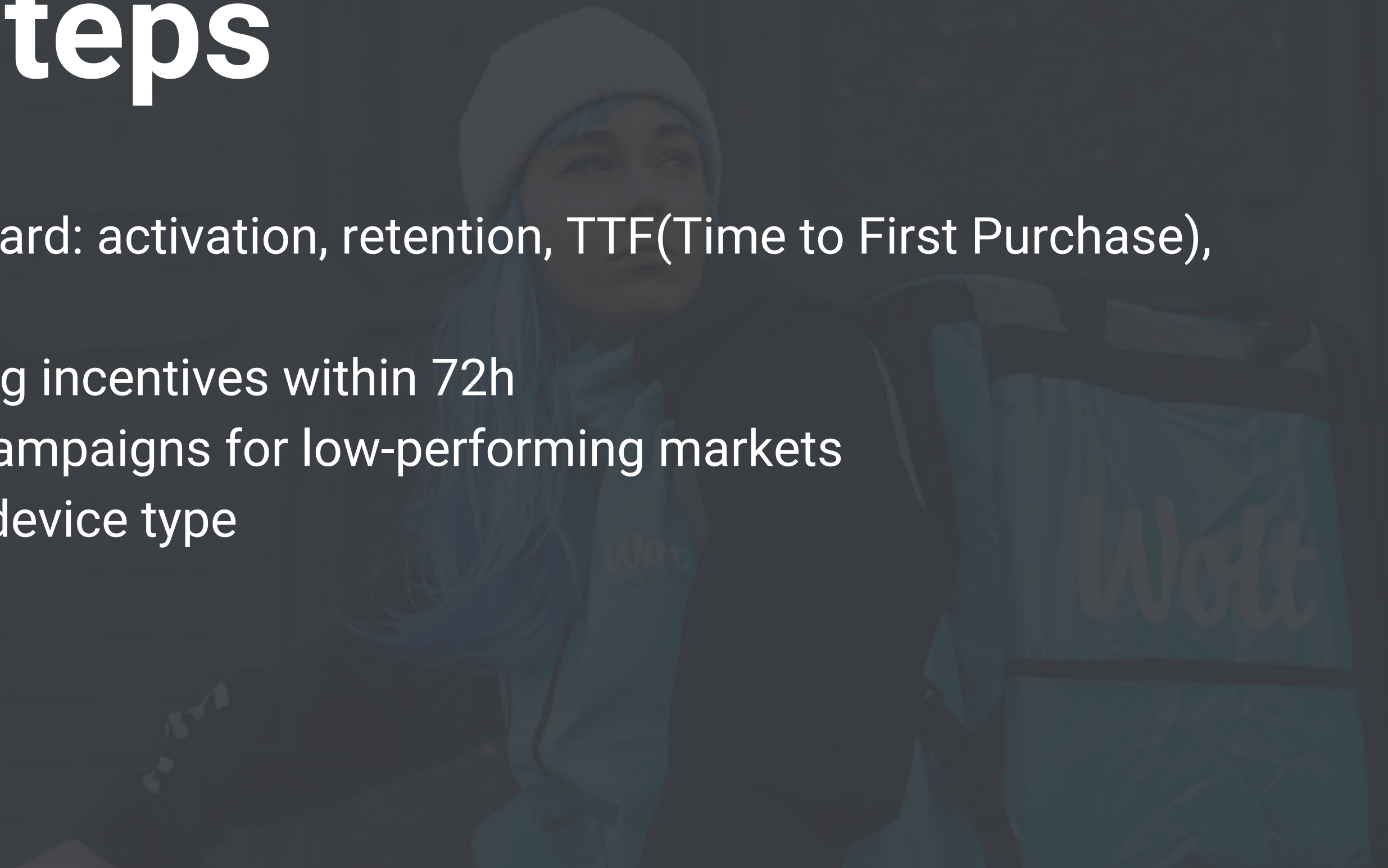4. **Increase Repeat Purchases**
   - Targeted promotions for one-time buyers.
5. **Peak Time Optimization**
   - Time-specific promotions to encourage off-peak ordering.
   - Bundle Orders-Meal Deals during peak periods.

# Next Steps

- Launch KPI dashboard: activation, retention, TTF(Time to First Purchase), repeat rate
- A/B test: onboarding incentives within 72h
- Run geo-targeted campaigns for low-performing markets
- Tailor retention by device type

# Final Takeaway

The Food Delivery Business's growth relies on activating and retaining users quickly after sign-up.
Through data-driven nudges, segmentation, and geo-targeted engagement, there's clear potential to increase repeat purchases and LTV.